What is claimed is:

1. A system for facilitating modeling of market sales volume comprising:

a server including a database having a number of client files, wherein each client file is an organized client data file including a number of linked web pages which are downloadable and displayable to a client program at a remote client having a graphical user interface;

an input device coupled to the remote client and on-line to the server;

at least one web page including a data field for entering a parameter for an analysis of a client file; and

software means operable on the server and the client program at the remote client for projecting penetration of products or merchandise at a predetermined number of weeks, W, since a launch of a product, based on weekly data of initial purchases from a launch of a product, the method comprising:

generating a curve from weekly sales data wherein the curve plots a set of weekly sales data versus number of weeks from the launch of the product;

retrieving a component of the curve (B) representing a degree of belly of the curve;

retrieving a component from the curve representing a slope term (S); and

performing a calculation to produce a predicted or continued market penetration value using the B component and the slope component in a formula, wherein the formula is:

$$\text{Predicted} = \text{Exp (S)} \times W^{B.}$$

2. The system of claim 1, wherein at least one web page includes an input file comprising a listing of input sales data for a client file and wherein the software means operable on the server and the client program at the remote client is further operable for modifying the input file in order to add additional sales data.

3. The system of claim 1, wherein the software means operable on the server and the client program is further operable for entering a set of data for a product into a client file.

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4.   The system of claim 1, wherein at least one web page includes a historical performance analysis for a client file and wherein the software means operable on the server and the client program at the remote client is further operable for entering a number of analysis variables into the historical performance analysis.

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5.   The system of claim 1, wherein at least one web page includes a page for displaying the curve generated by the software means and wherein the software means operable on the server and the client program at the remote client is further operable for entering a number of analysis variables into the curve prior to its generation.

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6.   The system of claim 1, wherein the system further includes a filter which organizes an electronically transmitted data file received on-line from a user in non-aggregate format into the organized client data file for storage in the database of the server.

7.   The system of claim 6 wherein the electronically transmitted data file includes a set of weekly sales data and data representing a number of weeks since a launch of a product.

8.   The system of claim 6 wherein the software means is further operable on the filter and uses codes in the electronically transmitted data file transmitted from any number of different

20   user platforms to organize the electronically transmitted data file into the organized client data file.

9.   The system of claim 8, wherein the software means operable on the server and the client program is further operable for providing on-line system support.

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10.   A system for facilitating modeling of market sales volume comprising:
        a server, wherein the server includes a database having a number of client files, wherein each client file is an organized client data file including a number of linked web pages which are downloadable and displayable to a client program at a remote client having a graphical user

30   interface;

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an input device coupled to the remote client and on-line to the server;

at least one web page including a data field for entering a parameter for an analysis of a client file; and

software means operable on the server and the client program at the remote client for projecting first repeat of merchandise at a predetermined number of weeks, W, since a launch of a product, based on weekly data of second purchases from a launch of a product, the method comprising:

generating a curve from weekly sales data wherein the curve plots a set of weekly sales data versus number of weeks from the launch of the product;

retrieving a component of the curve (B) representing a degree of belly of the curve;

retrieving a component from the curve representing a slope term (S); and

performing a calculation to produce a predicted or continued market first repeat value using the B component and the slope component in a formula, wherein the formula is:

$$\text{Predicted} = \text{Exp} \,(S) \times W^{B.}$$

11. The system of claim 10, wherein at least one web page includes an input file comprising a listing of input sales data for a client file and wherein the software means operable on the server and the client program at the remote client is further operable for modifying the input file in order to add additional sales data.

12. The system of claim 10, wherein the software means operable on the server and the client program is further operable for entering a set of data for a product into a client file.

13. The system of claim 10, wherein at least one web page includes a historical performance analysis for a client file and wherein the software means operable on the server and the client program at the remote client is further operable for entering a number of analysis variables into the historical performance analysis.

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14. The system of claim 10, wherein at least one web page includes a page for displaying the curve generated by the software means and wherein the software means operable on the server and the client program at the remote client is further operable for entering a number of analysis variables into the curve prior to its generation.

15. The system of claim 10, wherein the system further includes a filter which organizes an electronically transmitted data file received on-line from a user in non-aggregate format into the organized client data file for storage in the database of the server.

16. The system of claim 15 wherein the electronically transmitted data file includes a set of weekly sales data and data representing a number of weeks since a launch of a product.

17. The system of claim 15 wherein the software means is further operable on the filter and uses codes in the electronically transmitted data file transmitted from any number of different user platforms to organize the electronically transmitted data file into the organized client data file.

18. The system of claim 17, wherein the software means operable on the server and the client program is further operable for providing on-line system support.

19. A system for facilitating modeling of market sales volume comprising:

a server, wherein the server includes a database having a number of client files, wherein each client file is an organized client data file including a number of linked web pages which are downloadable and displayable to a client program at a remote client having a graphical user interface;

an input device coupled to the remote client and on-line to the server;

at least one web page including a data field for entering a parameter for an analysis of a client file; and

software means operable on the server and the client program at the remote client for projecting depth of repeat of merchandise at a predetermined number of weeks, W, since a

launch of a product, based on weekly data of Nth purchases from a launch of a product, where N ≥ 3, the method comprising:

generating a curve from weekly sales data wherein the curve plots a set of weekly sales data versus number of weeks from the launch of the product;

retrieving a component of the curve (B) representing a degree of belly of the curve;

retrieving a component from the curve representing a slope term (S); and

performing a calculation to produce a predicted or continued market depth of repeat value using the B component and the slope component in a formula, wherein the formula is:

$$Predicted = Exp\ (S) \times W^{B.}$$

20.   The system of claim 19 wherein at least one web page includes an input file comprising a listing of input sales data for a client file and wherein the software means operable on the server and the client program at the remote client is further operable for modifying the input file in order to add additional sales data.

21.   The system of claim 19, wherein the software means operable on the server and the client program is further operable for entering a set of data for a product into a client file.

22.   The system of claim 19, wherein at least one web page includes a historical performance analysis for a client file and wherein the software means operable on the server and the client program at the remote client is further operable for entering a number of analysis variables into the historical performance analysis.

23.   The system of claim 19, wherein at least one web page includes a page for displaying the curve generated by the software means and wherein the software means operable on the server and the client program at the remote client is further operable for entering a number of analysis variables into the curve prior to its generation.

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24.   The system of claim 19, wherein the system further includes a filter which organizes an electronically transmitted data file received on-line from a user in non-aggregate format into the organized client data file for storage in the database of the server.

5   25.   The system of claim 24 wherein the electronically transmitted data file includes a set of weekly sales data and data representing a number of weeks since a launch of a product.

26.   The system of claim 24 wherein the software means is further operable on the filter and uses codes in the electronically transmitted data file transmitted from any number of different

10   user platforms to organize the electronically transmitted data file into the organized client data file.

27.   The system of claim 26, wherein the software means operable on the server and the client program is further operable for providing on-line system support.

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28.   A computer readable medium having computer executable instructions to cause a computer to perform a method for projecting market penetration of merchandise at a predetermined number of weeks, W, since a launch of a product, based on a set of weekly sales data from the product launch, the method comprising:

20   generating a curve from weekly sales data wherein the curve plots a set of weekly sales data versus number of weeks from the launch of the product;

retrieving a component of the curve (B) representing a degree of belly of the curve;

retrieving a component from the curve representing a slope term (S); and

performing a calculation for a predicted or continued market penetration using the B

25   component and the slope component in a formula, wherein the formula is:

$$\text{Predicted} = \text{Exp (S)} \times W^{B}.$$

29.   The computer readable medium of claim 28, wherein the method further includes simulating a value for market penetration for a predetermined number of weeks since product

30   launch.

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30. The computer readable medium of claim 28, wherein the method further includes simulating a value for first repeat at a predetermined number of weeks since product launch.

31. The computer readable medium of claim 28, wherein the method further includes simulating a value for depth of repeat at a predetermined number of weeks since product launch.

32. The computer readable medium of claim 28, wherein the method further comprises entering a set of data for a product into a client file.

33. The computer readable medium of claim 28, wherein the method further comprises generating a historical performance analysis for a product in a client file and entering a number of analysis variables into the historical performance analysis.

34. The computer readable medium of claim 28 wherein the method further comprises displaying the curve on a graphical user interface at a remote client.

35. The computer readable medium of claim 34 wherein the method further comprises entering a number of analysis variables into a client file prior to generating the curve.

36. A method for projecting market penetration of merchandise at a predetermined number of weeks, W, since a launch of a product, based on a set of weekly sales data from the product launch, the method comprising:

generating a curve from weekly sales data wherein the curve plots a set of weekly sales data versus number of weeks from the launch of the product;

retrieving a component of the curve (B) representing a degree of belly of the curve;

retrieving a component from the curve representing a slope term (S); and

performing a calculation to produce a predicted or continued market sales volume component using the B component and the slope component in a formula, wherein the formula is:

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$$\text{Predicted} = \text{Exp (S)} \times W^B.$$

37.   The method of claim 36, wherein the set of weekly sales data comprises weekly data of initial purchases from the launch of the product, and wherein the method further comprises simulating a value for market penetration for a predetermined number of weeks since product launch.

38.   The method of claim 36, wherein the set of weekly sales data comprises weekly data of second purchases from the launch of the product, and wherein the method further comprises simulating a value for first repeat at a predetermined number of weeks since product launch.

39.   The method of claim 36, wherein the set of weekly sales data comprises weekly data of Nth purchases from the launch of the product, where N≥ 3, and the method further comprises simulating a value for depth of repeat at a predetermined number of weeks since product launch.

40.   The method of claim 36 wherein generating the curve further comprises:

accessing a client file in the server database on-line from a remote client, wherein the server database has a number of client files including history of sales of a product from product launch, and which are downloadable and displayable to a client program at the remote client;

inputting a value for a number of weeks at which market penetration is to be projected; and

simulating on-line a market penetration analysis using the organized system data file and the W value.

41.   The method of claim 40, wherein accessing a server database on-line includes accessing the server database on-line over a secure data network.

42.   The method of claim 40, further comprising simulating a value for market penetration for a predetermined number of weeks since product launch.

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43.   The method of claim 40 further comprising simulating a value for first repeat at a predetermined number of weeks since product launch.

44.   The method of claim 40 further comprising simulating a value for depth of repeat at a predetermined number of weeks since product launch.

45.   The method of claim 36 further comprising:

electronically transmitting a data file on-line from a remote client to the server in a non-aggregate format from any number of different user platforms;

filtering the data file at the server; and

wherein filtering the data file includes organizing the data file into an organized, customizable client file.

46.   The method of claim 45, wherein the method further includes providing on-line server database support.